



50TH ANNIVERSARY CELEBRATION SALES



The Anniversary is being celebrated in typical Macy fashion, by a series of GREAT CELEBRATION SALES—An unprecedented underpricing of staple, seasonable merchandise.

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Macy's
B'way 48th Av. 34th to 35th St.

Established 1858 on Lower Sixth Ave.
NOW THE LARGEST RETAIL STORE UNDER ONE ROOF IN THE WORLD

Fifty years of KEEPING FAITH WITH THE PUBLIC call for a fitting crown for our Golden Anniversary. No celebration can be more in keeping with the reputation of our house than the series of sales planned to continue throughout the month.

In entering upon another half century of store history the policy of the store will not be changed, and our prices will bear evidence of it. We shall continue to sell for cash—give credit to no one; pay no commissions and give no discounts. OUR ATTRACTIONS WILL CONTINUE TO BE OUR LOW PRICES. Of the underpricing during the Anniversary Sales, to-day's examples are typical:

Women's Long Broadcloth Coats Values up to \$20.00: Sale, \$8.49

One hundred Coats—handsome, long broadcloth garments, suitable for street or evening wear, in black, brown, navy and garnet; lined with splendid quality satin.

A full-draping model, with loop and button fastening, flat collar and cuff effectively trimmed with velvet and braid; full fancy sleeves.
Finer Coats on display up to \$79.75.

Women's \$35.00 Suits at \$24.74

Newest model—a modified "Madame Butterfly" effect—fashioned of satin striped serge—a variety of stripes in Copenhagen blue, tan, black and brown. The jackets are lined with fancy silk; the skirts are made in a new full gore flare style and finished with deep tunic effect folds.

Women's \$10.00 Skirts at \$4.96

A trifle less than half usual price for choice of a collection of 150 Skirts—pleated, gored and circular models, fashioned of plain Panamas and serges and various fancy weaves; all strictly tailored.

Women's Silk Petticoats

At \$3.49—Of black taffeta silk, with deep circular flounce, finished with tucks and bias bands; percaline underpiece.

At \$4.49—Of black and colored taffeta silk; with deep accordion pleating; finished with small ruffle and rose ruche; percaline underpiece.

At \$4.96—Petticoats made of extra heavy quality taffeta silk, in black only; 100 in all, made with deep flounce and various rows of stitching; finished with tucks and heavily embroidered ruffle; percaline underpiece.

At \$4.96—Petticoats made of extra heavy taffeta silk, in black and colors; accordion pleated flounce, with four narrow sectional ruffles and percaline underpiece.

Other Silk Petticoats on display up to \$34.89.

Women's \$4.00 Waists at \$1.49 Heads Extraordinary News

THE underpricing record this Waist organization established last week gives way during this second week of our Anniversary Sales to A RECORD THAT BIDS FAIR TO STAND FOR MONTHS TO COME.

STRICTLY TAILORMADE WAISTS—300 in all, from Fisk, Clark & Flagg; made of fancy colored stripe cheviot; sizes 34, 36, 38 and 40; made to sell for \$4.00, this sale, \$1.49.

IN ADDITION:—

Women's \$2.25 Shirts at \$1.49

MADRAS SHIRTS, tailor-made, each with pocket; in neat colored stripes and figured madras; 600 in all.

\$4.50 French Batiste Waists, \$2.97

Two different styles, made of fine quality French batiste, elaborately trimmed with German Val lace and finished with handsome hand-embroidered yokes; tucked or lace-trimmed collar.

Fine French Lingerie

We have recently added to our stocks a large collection of French hand-made Undergarments, beautifully embroidered and trimmed with real laces, including:—

Gowns up to \$35.24.

Chemises up to \$16.74.

Drawers up to \$19.24.

Corset Covers up to \$14.49.

Underskirts up to \$95.49.

To-Morrow—A Clearance Sale, at Greatly Reduced Prices:

Odd styles and sizes of Imported (French) Undergarments, hand-made and hand-embroidered; some trimmed with dainty laces.

Drawers.....\$1.49, \$1.98, \$2.97 Night Gowns.....\$2.49, \$2.97
Chemises.....\$1.93, \$2.49, \$2.97 Corset Covers.....\$1.49, \$2.97

On Display—Recent Importations of High Class Dress Goods,

Including
French, German and English Fabrics,
Such as

Check and Stripe Worsteds, Plain and Stripe Mohairs, Bordered Suitings, Stripe Serges and French Chevron Suitings; also Silk-and-Wool Eoliennes and French Voile in the Newest Shades.

FOR SPECIAL SELLING:

Imported Black Voile, 42 inches wide; perfect black, crispy finish; elsewhere \$1.00 a yard, here.....79c

Black Chiffon Broadcloth, imported; highly lustrous, deep rich black; Anniversary sale, a yard.....\$1.19

BUY BLANKETS—NOW!

For the Anniversary Sale, two lots at extraordinarily low prices. Be prompt—others are sure to be:—

ALL WOOL BLANKETS, 70x82-inch size, with light pink and light blue borders; weigh 5 lbs. to the pair; with slight manufacturing imperfections—scant faults that are barely perceptible; 500 pairs; ordinarily would sell here for \$5.98 the pair.....\$4.24

WOOL-AND-COTTON BLANKETS, perfect grades; extra large size—12-4, actual measurement 70x82 inches; our regular price \$4.38 the pair.....\$2.98

Other Blankets in regular stocks up to \$22.44 each.

Comfortables: Companion Values

COMFORTABLES, covered with good quality figured silkoline, filled with cotton; double bed size; regularly 99c. each, sale.....79c

DOWN-FILLED COMFORTABLES, covered with splendid quality sateen, figured both sides; 6x9-foot size; \$4.50 value, sale.....\$3.33

COTTON-FILLED COMFORTABLES, with figured silk centres and plain Japanese silk border; 72x78-inch size; \$5.00 value, sale.....\$3.98

COTTON-FILLED COMFORTABLES, both sides covered with figured sateen, fancy stitched; 72x78-inch size; \$2.50 value, sale.....\$1.68

COTTON-FILLED COMFORTABLES, as above; \$3.00 value; sale.....\$1.98

COTTON-FILLED COMFORTABLES, both sides covered with best quality figured sateen; 72x78-inch size; \$4.00 value, sale.....\$2.79

Finer Comfortables on display up to \$125.00.

The February Sale of Furniture

Measures up to

Our 50th Anniversary Sale Standard

The Macy Furniture organization encountered its hardest proposition this year—and met it SPLENDIDLY.

With 50th anniversary sales establishing new records for Macy value-giving throughout the store—SETTING A PACE FOR THE FURNITURE FOLKS—they HAD to maintain it, and they DID maintain it.

THE FURNITURE VALUES THIS YEAR ARE UNPRECEDENTED. In no February sale of other years has the underpricing been so decisive.

Over 300,000 Yards of Staple and Fancy SILKS At Astonishingly Low Prices

FEATURE THE SECOND WEEK OF OUR 50TH ANNIVERSARY SALE

THE keystone of the celebration sale arch this week is Silk merchandise—one of the greatest collections of staple and fancy weaves this or any other store ever assembled.

With over 300,000 yards, naturally the best known Silk-makers here and abroad are represented. With market conditions just right for most advantageous purchasing, naturally such a vast purchase brought record price concessions.

We are satisfied—completely satisfied—with the values as they came to us. We pass them along with fullest confidence that you who share them will be equally well pleased. In a number of instances the sale prices we name to-day do not represent manufacturing cost of the Silks.

Voiles, Ordinarily \$3 a Yard, Sale \$1.24

All Silk Voiles in bordure effects, 48 to 56 inches wide. The importer's entire stock is involved.

\$1.25 Printed Novelty Crepes, a Yard, 58c

Over 5,500 yards of Printed Novelty Crepes, 23 inches wide; with various designs printed on light and dark grounds. This represents the manufacturer's entire stock heretofore sold at \$1.25 per yard.

\$1.00 Rough Pongee Silks, a Yard, 49c

Fancy Rough Pongees, pure silk, 24 inches wide; 3,500 yards—the maker's entire surplus stock.

19-Inch Colored Satin Messalines, 58c

Superior quality Messalines—6,500 yards—from one of the foremost makers of Silks of this character. Shown in white, ivory, cream and a complete range of desirable colorings; our regular price, 79c a yard.

\$1.25 Black Dress Taffeta at 99c

Full yard wide Black Dress Taffeta Silk—the manufacturer's entire stock.

89c Black Peau de Cygne, 64c

Very fine quality black Peau de Cygne, 26 inches wide—excellent value at the regular price, 89c a yard.

\$1.00 Black Dress Taffeta, 84c

Standard Dollar Quality Black Dress Taffeta, 35 inches wide; a mill's entire stock involved.

COLORLED CHIFFON CREPE PONGEE, all colors, also black; 26-inch; a yard.....57c

COLORLED DRESS TAFFETA, superior quality; yard wide; \$1.25 value, a yard.....99c

WHITE HABUTAI SILKS, 36-inch; a yard, 44c, and 54c; 27-inch, 34c, and.....44c

BLACK SATIN MESSALINE, 27-inch; made expressly for us; \$1.19 quality, a yard.....99c

BLACK DRESS CREPE DE CHINE, superior quality, 44 inches wide; regularly \$1.89 a yard; sale.....\$1.44

BLACK MESSALINE TAFFETA, imported, 48 inches wide; \$1.50 quality, a yard.....\$1.24

BLACK SATIN MOUSSELINE, 19 inches wide; 75c quality; a yard.....58c

Framed Oil Paintings At Remarkably Low Prices

At prices lower than we would ordinarily have to pay for such Paintings—a collection of 75

MARINE, LANDSCAPE AND FIGURE SUBJECTS

in handsome gilt frames, with burnished gold ornaments; each painting in a shadow box.

The sizes given here are the sizes of CANVASES only; the prices are for Pictures, frames and shadow boxes complete.

Regularly	Sale	Regularly	Sale
8 Paintings, 8x10-inch.....\$3.49	\$2.24	6 Paintings, 9x12-inch.....9.48	5.94
6 Paintings, 10x14-inch.....4.24	2.74	6 Paintings, 12x24-inch.....9.74	6.24
6 Paintings, 12x18-inch.....4.96	3.24	3 Paintings, 12x20-inch.....14.24	9.24
6 Paintings, 8x10-inch.....5.24	3.49	5 Paintings, 18x24-inch.....14.24	9.24
6 Paintings, 8x10-inch.....5.94	4.74	3 Paintings, 20x30-inch.....19.49	12.49
5 Paintings, 10x14-inch.....7.94	4.94	6 Paintings, 18x24-inch.....22.84	12.84
5 Paintings, 12x18-inch.....8.74	5.74	6 Paintings, 20x30-inch.....28.24	18.74

Madeira Handkerchiefs, 49c Each

EXTRA VALUE—not alone because of the splendid hand-embroidering, for which Madeira needleworkers are world-famous—but because the work is done on sheer French linen. Usually "kerchiefs" of coarse Irish linen sell for more than 49c. These have hand-embroidered scallops and initials. All initials in the lot excepting M, P, R and S.

\$6.49 Chafing Dishes, \$3.97

CHAFING DISHES, made of copper, heavily nickel plated and with double tin lining throughout; fitted with improved regulating asbestos lamps and extra hot water pans; sponged long handles. Quantity available at this special price.

\$6.49 Traveling Bags at \$4.94

OXFORD STYLE BAGS—100 in all—made of solid sole leather, leather-lined throughout; made with extra heavy leather corners, with large bell rivets; all seams hand-sewn throughout; fitted with solid brass lock and trimmings.

\$2.00 Silk Mufflers at \$1.29

SILK MUFFLERS—eight different styles—in a great variety of colorings. Neat designs on navy, gray and red grounds predominate. In the lot are a few plain white Broadcloth Mufflers.

Sale of Handbags

1st Fl.

CARRIAGE BAGS, of genuine goat-skin, leather lined, fitted with purse; 32 values, sale.....\$1.49

REAL SEAL BAGS, lined with leather; leather handles; fitted with purse; regularly \$2.97, sale.....\$1.98

HAND BAGS of goat seal, with double leather handles and leather lining; fitted with purse; gusset bottoms; regularly \$4.24, sale.....\$2.97

Engraving Special:

Main Stairway Landing.

COMBINATION OFFER—Visiting Card Plate and Fifty Cards—Monogram Die and Two-quire Box of Fabric Paper, the plate and die becoming customer's own; special.....\$1.34

PLATE AND FIFTY FIVE VISITING CARDS, shaded old English type; special.....\$1.34

Monogram Dies to order.....69c

Sale Underpricing of Cutlery

Main Floor.

DINNER KNIVES, grain celluloid handles, forged steel blades; regularly \$4.89 a dozen, sale.....\$3.54

STAG-HANDLED CARVING SETS, knife, fork and steel, in lined box; special.....\$2.49

STAG-HANDLED CARVING SETS, as above, with sterling silver ferrules; special.....\$2.88

CELLULOID-HANDLED CARVING SETS, knife, fork and steel; knife with 9-inch blade; sterling silver ferrules; special.....\$3.96

PEARL-HANDLED FRUIT KNIVES, with triple silver-plated blades and sterling silver ferrules; handles with slight blemishes; each.....59c

Men's Custom Tailoring

Now the Clearance of \$23.50
\$35.00 to \$60.00 Suitings at

Men's Store, 5th Floor.

Twice a year we dispose of all odd pieces of Suitings—single suit lengths and parts of rolls of Suitings used throughout a season.

A couple of weeks ago the medium grades of Suitings—worth regularly up to \$30.00—went out in one of the most remarkable sales of the kind we ever conducted.

To-morrow—OUR FINEST SUITINGS—materials we have been using this season in Suits to measure at prices ranging from \$35.00 to \$60.00—come into the clearance at \$23.50.

There are 218 different patterns in the selection, 140 of which are individual Suit patterns. A full third of the lengths are in weights suitable for spring and early summer wear.

VERY FINE MATERIALS—imported and domestic fancy worsteds, tweeds, chevrons, flannels and blue and black Thibets and unfinished worsteds.

No length contains sufficient material for a size above 42 chest measure.

The suits will be made up in single or double-breasted sack coat style—and made just as carefully as though you paid the full price. In other words—made to your liking or our loss.

Men's Dress Shirts To-measure: Six Garments, Special, \$8.74

A 50th Anniversary Sale proposition from our Custom Shirt organization, the garments to be made in our own Custom Shirt rooms on the premises.

White Dress Shirts, the bodies made of standard "Fruit-of-the-Loom" muslin; the bosoms, cuffs and neckbands of heavy 1900-count pure linen; workmanship and fit guaranteed satisfactory.

These are standard \$2.00 and \$2.50 Shirts. Orders will be accepted for no less than six garments. Samples may be seen in the Little Custom Shirt Room, main floor, 34th Street side, rear.

Turkish and Persian Rugs:

Prices Nearly Halved

AN OPPORTUNITY WHOLLY WITHOUT PRECEDENT IN THE HISTORY OF THIS BRANCH OF OUR BUSINESS. The Rugs concerned are from our regular stocks, and the reductions affect regular prices—the figures these Rugs commanded up to this time.

Turkish Silk Rugs. Thirty in all, our own importation; selected weaves, splendid in coloring and design; average size 31x55 ft.; were up to \$44.74, sale.....\$24.48

Persian Rugs. Fine grades, in various sizes up to 41x7 feet; small, intricate Persian designs, in subdued colorings; regularly \$36.74, sale.....\$29.74

Other Oriental Rugs on display, prices up to \$1200.00.

ADDITIONAL FLOORWEAR SPECIALS

INGRAIN CARPETS, 36 inches wide; 55c quality; another lot of 2,000 yards; Anniversary sale, the yard.....29c

TAPESTRY BRUSSELS CARPETS, in two-toned reds and greens, also Persian effects, for halls and stairs; regularly 94c, 34c a square yard, sale.....24c

ROYAL WILTON RUGS, best quality, in Oriental designs and colorings; 9x12-foot size, regularly \$36.74, sale.....\$28.74

81x101 1/2-foot size, regularly \$34.48, sale.....\$26.48

AXMINSTER RUGS, best quality, 9x12-foot size; regularly \$22.74, sale.....\$18.58

BODY BRUSSELS RUGS, best quality, 81x101 1/2-foot size; regularly \$24.48, sale.....\$19.08

Combination Dinner, Glass and Silver Services: Special

SERVICES FOR SIX PERSONS.

PORCELAIN DINNER SET, 56 Pcs., decorated with a green floral spray and 24 PIECES OF SILVER PLATED WARE, and 30 PIECES OF PLAIN BLOWN TUMBLERS, 5 SIZES, COMPLETE.....\$8.69

PORCELAIN DINNER SET, 56 Pcs., decorated with a dainty floral design, natural coloring, and handles with gold, and 24 PIECES OF SILVER PLATED WARE and 30 PIECES OF PLAIN BLOWN TUMBLERS, 5 SIZES, COMPLETE.....\$9.89

AUSTRIAN CHINA DINNER SET, 56 Pcs., decorated with a floral spray, natural coloring and handles with gold, and 24 PIECES OF SILVER PLATED WARE, 30 PIECES OF PLAIN BLOWN TUMBLERS, 5 SIZES, COMPLETE.....\$12.49

SERVICES FOR TWELVE PERSONS.

PORCELAIN DINNER SET, 100 pieces, decorated with a neat green design, and 48 PIECES OF SILVER PLATED WARE, and 60 PIECES OF PLAIN BLOWN TUMBLERS, 5 SIZES, COMPLETE.....\$14.89

AUSTRIAN CHINA DINNER SET, 100 pieces, decorated with a neat floral design, natural coloring, handles with gold, and 48 PIECES OF SILVER PLATED WARE, and 60 PIECES OF PLAIN BLOWN TUMBLERS, 5 SIZES, COMPLETE.....\$18.58

CHAS. FIELD HAVILAND DINNER SET, 101 pieces, decorated with a neat floral design, natural coloring, and handles with gold, and 48 PIECES OF SILVER PLATED WARE, and 60 PIECES OF PLAIN BLOWN TUMBLERS, 5 SIZES, COMPLETE.....\$24.89

CUT GLASS COMBINATION, including 1 8-inch Bowl, 1 Water Bottle, 1 Celery Tray; value \$8.00, special.....\$4.98

Macy Grocery Specials—4th Fl.

SUGAR. HAVEMEYER & ELDER'S CRYSTAL DOMINO SUGAR, IN 5 LB. CARTONS; SOLD BY OTHERS AT 45c.; OUR PRICE.....34c

Red Star Brand Smoked Beef OX TONGUES; do not confuse these with the small cow tongues advertised elsewhere; these are large, perfect ox tongues, closely trimmed; weights 4 1/4 to 6 lbs.; our regular price 19c.; for this sale.....13 1/2c

ORIENT BRAND COFFEE—a new blend of the best Coffees grown in the Far East. It is fragrant, full-bodied and mellow. Beans, granulated or pulverized. Special prices:—

1-lb. can, regularly 34c., special 30c.; 5-lb. can, regularly \$1.64, special \$1.47; 25-lb. sack (beans only), \$7.28

SULTANA BRAND COFFEE—The choicest selection of South American Coffee, roasted, granulated and pulverized daily; same quality is sold elsewhere at 20c. lb.; special for this sale, 14c.; 5-lb. carton, 69c.; 25-lb. bag.....\$3.48

A SPECIAL SALE OF TEAS.

MAYFLOWER CHOP TEA—Mixed and Formosa Oolong; sold only in 2-lb. packages; regular price 64c. a package; for this sale.....49c

McVITIE & PRICE'S EDINBURGH BISCUITS—Another shipment of new varieties, put up in half-pound parchment cartons; including Butter Creams, Little Mary, Kentucky Cafe Noir, Petit Bourre and small rich Tea; 12c. each; dozen.....\$1.33

LILY WHITE BRAND FRESH BROKEN MACARONI OR SPAGHETTI, 10-lb. wooden boxes, this sale, each.....89c

PETTIOHNS BREAKFAST FOOD, the celebrated cereal; our price for this sale, 10c. package; dozen.....\$1.14

MAZ-ALL (Toasted Corn Flakes), made by the Quaker Oats Co.; regular 10c. package, for this sale, dozen.....\$4.9c

THREE FLOUR SPECIALS

LILY WHITE BRAND.....\$4.49
PILLSBURY'S BEST.....\$4.79
BRIDAL VEIL.....\$4.94

24 1/2-lb. bag.....\$4.49
5-lb. barrel.....\$4.44
25-lb. bag.....\$4.59

24 1/2-lb. bag.....\$4.49
5-lb. barrel.....\$4.44
25-lb. bag.....\$4.59